Point of Prevention Flu Vaccine Campaign - Assets
Saving lives
is the point of prevention
The Flu Vaccine Campaign is based on the urgency posed by the 2020 flu season colliding with the COVID-19 pandemic.

This year, many workplaces will not be opened to offer onsite flu shots due to COVID-19 precautions, yet the need is more critical than ever before.

Education about the flu vaccine is a necessity, especially amid symptom confusion surrounding the pandemic. "The Point of Prevention" campaign aims to educate and highlight one of the main reasons we get our flu shot—keeping our loved ones, our coworkers and our communities safe.
Saving lives is the point of prevention

Get your flu shot today.

Why the flu vaccine matters:

Reduce the risk of your child’s flu-related pediatric intensive care unit (PICU) admission by 74% by getting their flu vaccine.

heart.org/fluprevention
To reach a wide audience, each social post will include campaign graphics and related copy.
Social Media Assets Company Channels
Leo Burnett
2 hrs · ⬜

The flu shot is more important now than ever before. We’re encouraging all our employees to get theirs because this one simple precaution can help save lives. #ThePointofFluPrevention #AHACEORoundtable

American Heart Association

Saving lives

is the point of prevention

Get your flu shot today.

12
1 Share

Like
Comment
Share
As flu season collides with COVID-19, the flu shot is more important than ever. In just minutes, one simple precaution can help save lives. #ThePointofFluPrevention #AHACEORoundtable
As flu season collides with COVID-19, you can help save lives. Get your flu shot today. #ThePointOfFluPrevention #AHACEORoundtable

Those who skip the flu vaccine are 6x more likely to experience a heart attack.

Saving lives is the point of prevention.

Get your flu shot today.
Leo Burnett: Our employees won’t be able to get their flu shot at the office this year. At [Company Name], we’re still encouraging everyone to prioritize this precaution. Saving lives is the #ThePointofFluPrevention. #AHACEORoundtable
Social Media Assets for CEOs/Executive Leadership
Saving lives
is the point of prevention
Get your flu shot today.
The 2020 flu season is colliding with COVID-19. As CEO of [Company Name], I'm urging you to take the simple precaution of getting your flu shot. Let's keep our loved ones safe. #ThePointofFluPrevention #AHACEORoundtable

Saving lives is the point of prevention

Get your flu shot today.

[CEO to include a brief story about where they got/got their flu shot and who they got it for—a child, an aging parent, loved one with compromised immune health]

My [example: dad] is #ThePointofFluPrevention. #AHACEORoundtable

CEO to use personal photo.
Campaign
Creative Assets
Saving lives is the point of prevention

Get your flu shot today.

heart.org/FluPrevention
Subject:
Get your flu shot.

Preheader:
You can help save lives this flu season.
Subject: Get your flu shot.

Preheader: You can help save lives this flu season.

In just a few minutes, the simple procedure of getting your flu shot can keep you and your loved ones safe. And this year, it’s more important than ever before.

The health and wellbeing of all [company] employees and their families is important to us—especially during this season. That’s why we’re inviting each of you to block [2-3 hours] on your calendar to get your flu shot at [your doctor’s office or pharmacy] this month.

Get your flu shot and save lives.

Why the flu vaccine matters:

Those who skip the flu vaccine are 6X more likely to experience a heart attack.

Get your flu shot and save lives.

Learn more
Subject: Get your flu shot.

Preheader: Protect family, friends, co-workers and yourself this flu season.
Social Activation
Calendar
Posting Calendar

9/2:
CEO Roundtable
Masterbrand Post #1
(Twitter, Facebook, LinkedIn)
CEOs to change LinkedIn Profile Pic/Cover Photo
CEOs/Lieutenants to share Company’s Post

w/o 9/7:
CEO Post #1
(Twitter, LinkedIn)
Roundtable Company Masterbrand Internal Email #1

9/16:
CEO Roundtable
Masterbrand Post #2
(Twitter, Facebook, LinkedIn)
CEOs/Lieutenants to share Company’s Post

w/o 9/21:
Roundtable Company Masterbrand Internal Email #2 (Reminder)
CEO Post #2
(Twitter, LinkedIn)
Here is a downloadable file of our assets:

Heart.org/FluPrevention
Point of Prevention Flu Vaccine Campaign - Assets